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Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

"Can he really use a personal computer for production management?" a woman whispered.

They Laughed When I Sat Down At the Computer.

But When I Started to Use It For Impositions! –

PRINTING AND PRODUCTION: THE CHALLENGE OF CHANGE

- Applying micros to production management
- Auditing your printing invoice
- Are paper contracts paper tigers?

Also:

- Editor's Handbook: The art of descriptive writing
- How media buyers think

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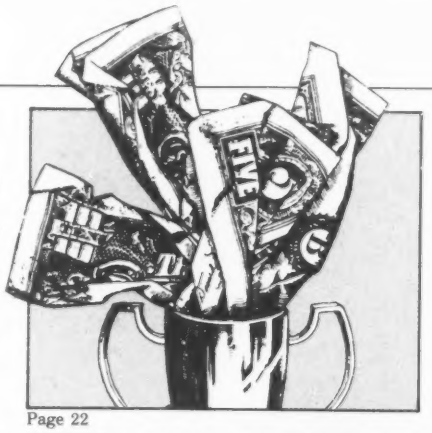

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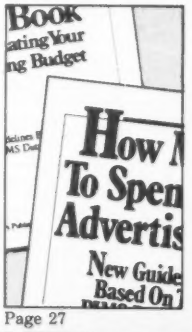

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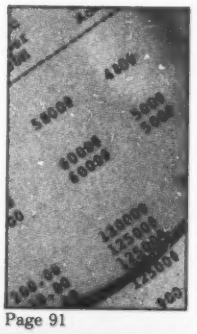

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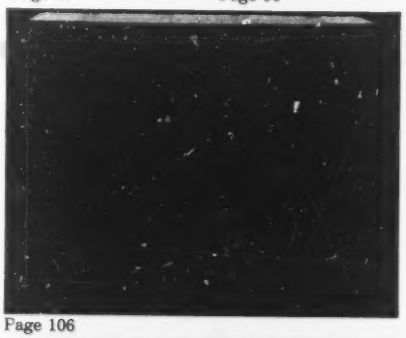

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Editorial

Magazine freelance policies vary widely, *Writer's Digest* reveals

Cincinnati—Policies magazines follow in handling freelance writers vary widely, but analysis of a ranking of consumer magazines by *Writer's Digest* in its *Writer's Yearbook '84* can give a publisher an idea of how his or her publication stacks up against the competition.

In their third annual effort, the editors of *Writer's Digest* mailed questionnaires to several hundred publications. Each answer was assigned a number of points. Answers considered favorable to writers received more points than answers that were not seen as favorable.

The digest totaled the points to determine the best 100 markets for freelancers. The top 100, all consumer magazines, are listed in the yearbook along with their answers to 25 different questions and *Writer's Digest*'s ratings of their "TLC" (tender loving care) of writers and their "prestige" in the eyes of writers.

FOLIO's analysis of the listing shows the following:

•Among the 99 of the top 100 publications that answered the questions, the average minimum word rate is 37.3 cents a word and the average maximum is 73.2 cents a word. The lowest minimum was *Moody Monthly*'s five cents a word and the highest minimum was *McCall's* $1.25 a word. The lowest maximum was paid by *Grit*—12 cents a word—and the highest maximum was the $2.50 a word paid by *Parade*.

•Asked whether they pay an author on acceptance of an article, 91 publications (including every one of the top 10) answered "yes." One magazine answered "usually," and five said either "varies" or "sometimes." One answered "50 percent" and two said no money was paid on acceptance.

•Seventy-nine of the publications said they paid authors' expenses. Two paid "generally" or "usually," 13 answered "varies" or "sometimes," two paid "modest" or "some" expenses, one "rarely" paid expenses and three magazines never paid expenses. Every one of the top 10 magazines paid for their authors' expenses.

(Continued on page 25)

Writer's Digest top 10 markets for freelance writers

Rank	Publication	Minimum word rate	Maximum word rate	Kill fee	Author sees galley
1	***McCall's***	$1.25	$1.75	20%	usually
2	***Travel & Leisure***	30¢	80¢	25%	always
3	***Reader's Digest***	95¢	$1.15	$500	usually
4	***Mademoiselle***	60¢	75¢	25%	no
5	***New York***	35¢	$1.00	$150 min.	always
6	***Parents***	$1.00*	$1.00*	16.5% to 25%	usually
7	***Woman's World***	20¢	50¢	negotiable	no
8	***Signature***	50¢	$1.00	25%	always
9	***Science Digest***	50¢	50¢	25%	usually
10	***Sport***	50¢	$1.00	25%	on request

*—ESTIMATED

SOURCE: *WRITER'S YEARBOOK 84*

Time computer improves quality of pictures taken from videotapes

New York City—Time Inc. is experimenting with a computer system that enhances the color images in videotape and makes still photographs taken from the tapes much more suitable for use in magazines.

Time executives hope that the Dainippon Video Imaging System will soon be used by most of the company's magazines to take photographs from videotapes supplied by the television networks. *People* is already using the system to take photographs of music videos that run on MTV, the cable music station. The television networks currently provide the tapes for free and receive a photo credit in the magazine in return.

"I don't see video replacing still photographs in our magazines," says Robert Dougherty, pre-press design director. "But I can see the time where, for speed purposes, magazines will send photographers out with video cameras instead of still cameras. A video camera records thousands of images, not just 10 rolls of film."

The advantage of using video pictures is that they can be transmitted quickly via satellite, and that television camera crews frequently cover events that still photographers do not.

"We did some experimenting with the recent space shuttle flight," says Dougherty. "We were able to get video pictures the same day as they were taken. We had to wait for the still photographs until the shuttle landed."

The quality of the video pictures is not as good as still photographs, but much better than the video pictures that are taken by snapping a photograph of a television monitor, which is still done in many places, he says.

The Dainippon system works this way: A photo editor or art director reviews a videotape on a monitor and freezes the frame that he or she wants to print. The computer produces a readout of the color ranges in digitized form and enhances the colors as needed. A camera mounted in the system records the image, one color at a time, and exposes it on Ektachrome film.

Time will experiment with the system until next spring. The system would cost about $230,000 to purchase, Dougherty said.

Publisher gives cash awards to outstanding editorial employees

New York City—Usually, editorial employees who perform outstanding work can hope for a plaque and a nice certificate, but not for the kind of cash rewards their coworkers in ad sales can bank on.

members, but members will still have to pay a monthly storage fee and the hourly usage fee.

CPA membership information can be obtained from Barry Bayer, CPA secretary, P.O. Box 1506, Homewood, Ill. 60430.

CRMA to conduct editorial awards contest

New York City—Starting at its annual conference in the spring of 1985, the six-year-old City & Regional Magazine Association (CRMA) will give out awards honoring editorial and design work published in its member magazines.

Ray Nordstrand, publisher of *Chicago* and president of CRMA, said the association board of directors decided to start an awards program because it was felt that editorial work was not getting the recognition it deserved.

"We concentrated on matters of sales, management and circulation, but the thing we're most proud of is the high quality of our editorial and design," Nordstrand says.

The awards will be conducted in cooperation with the William Allen White School of Journalism and Mass Communications at the University of Kansas and will be given out in five design and five editorial categories. To be eligible for the 1985 competition, entries must be published between November 30, 1983 and November 30, 1984 and must be submitted for judging by December 14, 1984.

Inquiries can be addressed to Professor Sharon Bass, The University of Kansas, School of Journalism, Lawrence, Kansas 66044.

Register of Indexers lists 320 practitioners

The 1983-84 edition of *Register of Indexers*, published by the American Society of Indexers, contains the names of 320 of the society's working members along with their addresses, telephone numbers and type of services offered.

Arranged alphabetically by name, the register also includes indexes listing the indexers by state, by related services, by type of material indexed and by subject specialty.

The American Society of Indexers is a non-profit organization for freelance and salaried indexers, librarians, editors, publishers and organizations employing indexers. It claims over 500 members.

The 26-page, soft-cover register costs $5 for society members ($10 for non-members) and can be ordered from Publication Sales Office, American Society of Indexers, 235 Park Avenue South, 8th Floor, New York, N.Y. 10003.

Top 100 freelance markets

(Continued from page 22)

•There were 28 different answers given by the top 100 to a question on how large a kill fee was paid to authors. Most frequently given answers included 25 percent of the originally agreed on purchase price, 21 magazines; 20 percent, 15 magazines; 50 percent, 14 magazines; 33 or 33.3 percent, 10 magazines; 100 percent, three magazines; $200, three magazines; and "negotiable," three magazines. Only one magazine surveyed never pays writers a kill fee.

•There also were a large number of different answers to a question as to what rights the publications claimed when they bought articles. All rights were claimed by 24 magazines; first North American rights were also claimed by 24 magazines; while "first," "first worldwide" and "first and other" rights were claimed by 19 magazines. Sixteen magazines said the rights claimed vary and 12 magazines said they claim one-time rights.

•There were 24 magazines where authors were always shown galleys, 23 where they were usually shown, 26 where they are sometimes shown, two where they are shown on request, one where they are rarely shown and 24 where they are never shown.

People

Robert Wallace to managing editor, *Rolling Stone*, from senior editor, *Newsweek*.

Oliver S. Moore, III to editor, *Science Digest*, from editor, Hearst Magazine Development Group.

Scott DeGarmo to editor in chief, *Success*, from editor, *Science Digest*.

Pat Pollack to managing editor, Meredith Publishing Services, from senior furnishings editor, *Better Homes and Gardens'* special interest publications.

Kathleen Crighton to editor, *Pension World*, from technical editor, *Strategic Petroleum Reserve Program*.

Maria Mangieri, to editor, *Business Education World* and *Technical Education News*.

Betsy Nolan Sandberg to national sales manager, *Connoisseur*.

Ron Alridge to editor, *Electronic Media*, from managing editor.

Peter Easton to managing editor, *Mechanix Illustrated*, from copy chief, *Popular Mechanics*.

Meet the Vice President, Production

He can save you many things. Time—when there's very little to spare. Money—when there's none to waste. Quality—when it has to be good *and* affordable. And he knows how to put our people and technology to work for you. That's his job. Find out just how seriously he takes it.

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awareness, and says "awareness leads to brand preference—just look at IBM."

Family Weekly, Parade offering advertisers joint couponing vehicle

New York City—*Parade* and *Family Weekly* have joined hands in selling a new advertising and couponing vehicle that will occupy the four center pages in the two national Sunday newspaper magazine supplements.

The innovative program, called SMART, for Sunday Magazine Advertising Response Team, will make its debut on October 21. Each four-page section will comprise eight horizontal half-page ads, plus a 6-by-20-inch fold-down flap containing 10 coupons.

An ad-and-coupon unit will cost an advertiser $205,654 for *Parade* and *Family Weekly*'s combined circulation of more than 37 million at a cost per thousand of $5.53. A SMART unit in *Parade* alone costs $135,254, and in *Family Weekly* alone, $70,400. As there are eight half-pages and 10 coupons available, the additional two coupons are being offered on a first-come, first-served basis for $64,428.

The October 21 section will be the only one this year, because of preallocation of promotional monies, but there are 11 sections planned for 1985.

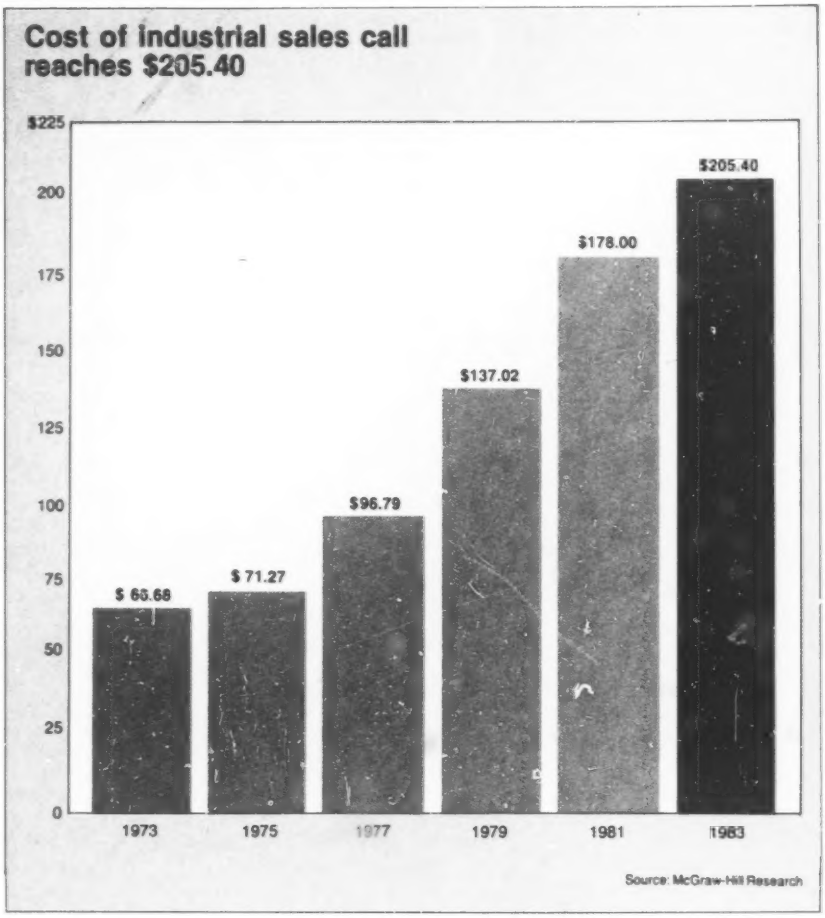
Closing for the SMART sections will be four weeks prior to the usual closing dates for each Sunday magazine—for example, August 10 for the October 21 section. SMART will be printed by Parade Publications, Inc., which also prints *Family Weekly* and other Sunday magazines.

BPA's Foley questions $750-million spending in unaudited magazines

Chicago—Joseph B. Foley, president of the Business Publications Audit of Circulation (BPA), challenged advertisers and agencies to take a hard look at why 30 percent—or $750 million—of business-to-business advertising money was being spent in unaudited publications.

For publishers, who compose over half the BPA membership, the message was quite different, however. It raised questions about the necessity of being audited to sell ads.

Foley raised the issue in delivering his report to the membership at BPA's annual conference, at the Hyatt Regency. He noted that, of the $2.5 billion spent last year in business-to-business advertising, 70 percent was spent in audited publications, but the rest was spent in publications that offered sworn statements instead of audited figures.



The average cost of an industrial sales call reached an all-time high of $205.40 in 1983, according to a survey of industrial sales managers by McGraw-Hill Research. This is 15.4 percent higher than the average cost reported in 1981.

"Advertisers and agencies," he said, "must decide if this is the way their company's and/or client's money should be spent. Buyers must take a hard look at their advertising investments."

Foley also noted that the number of advertiser and agency members in BPA had grown significantly since the 1983 annual conference—advertisers from 277 to 292 and agencies from 361 to 410. At the same time, he reported, the publication membership had passed the 1,000 milestone to 1,020, up from 950 last year.

Selling costs rising faster than ad costs, McGraw-Hill reports

New York City—The cost of advertising has risen considerably more slowly in the last 10 years than has the cost of personal selling, and even more slowly than the consumer price index.

This case for advertising emerged from a new study that showed the average cost of an industrial sales call rose to $205.40 last year. The biennial study was conducted by McGraw-Hill Research's Laboratory of Advertising Performance (LAP).

The 1983 figure represents a 15.4 percent increase over that of 1981, when it cost an average of $178 for a company selling industrial products or services to have a sales representative make a personal call. The increase, however, was only about half of what it was in the previous two-year period, according to David Forsyth, McGraw-Hill's vice president, research.

Going back over a 10-year period, Forsyth noted that the cost of personal selling has increased 208.1 percent, while advertising has increased just 114 percent. The consumer price index rose 124.2 percent.

"The sales cost spiral slowed somewhat in the past two years, as the inflation rate came down," Forsyth says. "Moreover, industrial companies had firmer control over the sales expenses during the recession period." He noted that when the study was first conducted in 1942, the average industrial sales call cost was $9.02—it has risen 2,177 percent.

Publishers: Prepare to work harder to justify ad spending

Chicago—Marketers should be planning today, in good times, for the inevitable bad times ahead, according to Tom Clark, president of BBDO Inc. He called on advertising agencies not to be excessive in budget requests and on publishers to work harder than ever to justify advertising investments.

Clark was sounding the keynote, "The Challenge of Good Times," at the annual conference of the Business Publications Audit of Circulation, Inc. And that challenge, he said, "requires a tripartite effort on the part of the advertiser, the advertising agency and the media to use this grace period, the breathing space granted to us by business on the upswing of the cycle, to mitigate the changes that will surely come—some of which, whether we like it or not, will be negative events."

He counseled that every marketer should examine a strategy to be put in place in the event of a downturn—"to be judiciously implemented if and when conditions dictate, and to be used in place of the time-worn and easy solution of stopping the advertising, which is not a solution, but an absence of strategy.

"Advertising cannot be turned on and off like a faucet," he continued. "That's why marketers should look beyond the historical annual budget process and invest in primary advertising campaigns two and three years out."

Agencies, too, he said, should be planning two or three years ahead, and made to justify the plans by demonstrating the efficacy of past programs. And, he added, "if the agency is to make a case for advertising on at least a maintenance level in bad times, then it shouldn't be backing up a Brink's truck to the treasury when times are good."

Clark told the audience of nearly 400 advertiser, agency and publication personnel that he believes that the business press has the greatest responsibility in the challenge of good times. He then proceeded to list the ways in which the business press must meet this challenge.

- "By keeping us informed. By keeping all of your constituents on the leading edge of your respective areas of expertise. By damning the unacceptable and inferior and applauding the superior.
- "By being a fair watchdog on business but not hounds of honest error.
- "By being the conscience of business with straight, no-punches-pulled editorials on business and businesspeople.
- "By telling American business what we must know, not what we wish to read.
- "And most importantly, by using the eyes and ears and intellect of expert reporters to dig into the future, to help us all see what's ahead, to help American business scrape away the uncertainty which clouds future trends."

A call for publishers and advertisers to plan ahead in good times for future bad times was sounded by Tom Clark (right), president of BBDO. With him at BPA's annual conference is Joseph B. Foley, the association president.

Microcomputer ad pages down 1% in first quarter

Goldendale, Wash.—Numbers of advertising pages in microcomputer magazines varied widely in the first quarter, with *Softalk for the IBM PC* up 80 percent over the 1983 first quarter, and *Microcomputing* off 51 percent. Overall, however, in 17 publications, pages were down a mere 1 percent.

According to Adscope, Inc., an advertising tracking company, other big gainers were *Business Computer Systems*, up 38 percent; *PC*, up 37 percent; and *Personal Computer Age*, up 36 percent.

Microcomputer magazine ad pages

First quarter comparison

Publication	1983	1984	%chg
80 Micro	649	380	—41
Business Computer Systems	213	293	+38
Byte	992	940	— 5
Classroom	84	103	+23
Compute!	371	268	—28
Computers & Electronics	202	133	—34
Creative Computing	533	423	—21
inCider	240	283	+18
InfoWorld	562	577	+3
Interface Age	229	123	—46
Microcomputing	226	110	—51
PC	926	1,270	+37
PC Age	150	204	+36
Personal Computing	520	538	+3
Popular Computing	270	334	+24
Softalk	433	405	— 6
Softalk/PC	174	314	+80

SOURCE: ADSCOPE

Others on the significant down side were *80 Micro*, off 41 percent; *Interface Age*, off 46 percent; and *Computers & Electronics*, off 34 percent.

By far the largest publication in terms of ad pages for the quarter was *PC*, with 1,270. *Byte* was second (off 5 percent), with 940, and third was *InfoWorld*, with 577 (up 3 percent).

In reporting on the ad-space race, Sheila Clarke, Adscope's vice president of marketing, noted that some publishers no longer feel it necessary to continue ad page growth in competition with others, and that in fact some are controlling ad volume by increasing page rates.

Business-to-business advertising is seen lacking consumer edge

Chicago—Business-to-business advertisers are playing "catch-up" to consumer advertisers and still have much to learn from them about effective marketing.

This was the consensus of a panel of "experts" at the annual conference of the Business Publications Audit of Circulation, Inc. The issue was approached from the client, media, creative and account management points of view.

A key problem raised was the need to get top management more involved in business-to-business advertising programs. "It has to become more important to our companies," said Robert F. Lauterborn, director, marketing communications and corporate identity of the International Paper Company, who mod-